



Full Time Position

BUSINESS DEVELOPMENT ANALYST WORKFORCE DEVELOPMENT CORPORATION

AGENCY DESCRIPTION:

The Department of Small Business Services (SBS) is a vibrant, client-centered agency whose mission is to serve New York's small businesses and commercial districts. SBS makes it easier for companies in New York City to form, do business, and grow by providing direct assistance to business owners, promoting commercial districts, promoting financial and economic opportunity among minority- and women-owned businesses, preparing New Yorkers for jobs and linking employers with a skilled and qualified workforce. SBS has a staff of 300 employees and a budget of \$190 million. SBS is quickly becoming one of the most respected and dynamic agencies in New York City, and continues to reach for higher professional standards through innovative systems, new approaches to government, and a strong focus on its employees.

NYC Business Solutions is a suite of services delivered by the Department of Small Business Services to help businesses start, operate and expand in New York City. NYC Business Solutions training services supports investments in training made by businesses to increase their competitiveness by leveraging government funding, primarily in the form of NYC Business Solutions Training Funds (see below). In addition to supporting businesses throughout the City, the services provided by NYC Business Solutions are a critical driver in the City's efforts to improve the skills, wages, income, and career prospects of its workforce.

The Workforce Development Corporation (WDC) is a non-profit organization affiliated with the New York City Department of Small Business Services that was created to contribute to the economic vitality of the City by promoting workforce development and job creation through public/private partnerships. WDC funds support employment, training and educational services. The WDC works with NYC Business Solutions to operate and administer SBS' workforce development products. NYC Business Solutions Training Funds, a program of the WDC, solicits applications and awards grants to businesses for training projects.

JOB DESCRIPTION

The Workforce Development Corporation (WDC) is seeking a Business Development Analyst to assist with marketing and development of NYC Business Solutions training services. The Business Development Analyst will play a critical role in expanding the portfolio of businesses that receive training services.

SPECIFIC RESPONSIBILITIES:

1. NYC Business Solutions Training Funds Marketing

- Manage comprehensive marketing efforts associated with NYC Business Solutions Training Funds.
 - Development of messaging for identified target markets
 - Print and online advertising, and targeted email campaign
 - Organization and delivery of presentations to industry group meetings
 - Development and distribution of marketing brochures and flyers
 - Drafting and coordination of program-specific press releases

2. Partner Network Management

- Assist in developing and managing a Partner Network for selling and converting eligible NYC Business Solutions Training Funds applicants. Partner Network to include NYC Business Solutions Centers, Workforce1 Career Centers, Business Improvement Districts, Chambers of Commerce, Economic Development Corporations and other industry groups.

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3. New Product Marketing

- Using historical program data to create marketing strategies for 'packaged solutions' focusing on most frequently requested training support.

4. Lead Generation and Sales

- Undertake targeted lead development and participate in sales meetings for NYC Business Solutions products and services.
- Assist in identifying target markets for NYC Business Solutions Training Funds through ongoing industry analysis, using results to:
 - inform management of Partner Network, and
 - guide future product development

REQUIRED EXPERIENCE AND SKILLS:

- Experience in project planning, program implementation or program management
- Strong research and analytical skills, including demonstrated ability to organize, manipulate and interpret large datasets.
- Experience in Sales and Marketing, Lead Generation and coordination of advertising campaigns
- Impeccable organizational skills and keen attention to detail
- Strong oral and written communication skills
- Ability to take initiative, multi-task, prioritize assignments, and structure work to meet deadlines
- Experience in sales and delivery of professional/client services
- Knowledge of computer software packages for word processing functions and spreadsheet applications, with emphasis on advanced use of MS Excel for analysis, charting and development of simple macros.
- Familiarity with designing reports and queries in Microsoft Access
- Knowledge of issues facing one or several New York City industry sectors (ex. Healthcare, manufacturing) a plus
- Knowledge of workforce development and training a plus

QUALIFICATION REQUIREMENTS:

Bachelors Degree from an accredited college in business or public policy administration, economics, marketing, finance, labor relations, political science, or a closely related field.

Minimum 3 to 5 years experience in marketing field. Experience in industry/business analysis roles a plus.

Salary range for this position is: \$50,000 - \$60,000 per year

To apply, **PLEASE EMAIL** your resume and cover letter including the following subject line:
WDC Business Development Analyst to:

careers@sbs.nyc.gov

If you do not have access to email, please mail a cover letter & resume to:
NYC Department of Small Business Services
Human Resources Unit
110 William Street
New York, New York 10038

NOTE: ONLY THOSE CANDIDATES UNDER CONSIDERATION WILL BE CONTACTED.

Equal Opportunity employer/program. Auxiliary aids and services are available upon request to individuals with disabilities.
NYC RESIDENCY IS REQUIRED WITHIN 90 DAYS OF APPOINTMENT